

MAR 20 2008

# FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: March 20, 2008

Number of Pages Including Cover: 38

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Request for a One (1) Month  
Extension of Time (2 pgs.);
- 4) Request for Continued Examination  
(1 pg.); and
- 5) Amendment (31 pgs.).

Attorney Docket No.: Google-57 (GP-151-00-US)

Appl. No.: 10/674,888

Applicant: Jeremy BEM

Filed: September 30, 2003

Title: INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A RELAXED  
MATCH

TC/A.U.: 1796

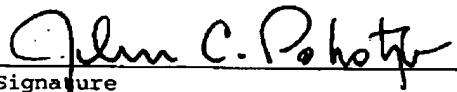
Examiner: Tri V. Nguyen

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John C. Pokotylo

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March 20, 2008  
Date

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL  
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT

(\$ 930.00)

## Complete if Known

|                      |                          |
|----------------------|--------------------------|
| Application Number   | 10/674,888               |
| Filing Date          | September 30, 2003       |
| First Named Inventor | Jeremy BEM               |
| Examiner Name        | Tri V. Nguyen            |
| Art Unit             | 1796                     |
| Attorney Docket No.  | Google-57 (GP-151-00-US) |

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
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## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

| Large Entity<br>Fee<br>(\$) | Small Entity<br>Fee<br>(\$) | Fee Description | Fee Paid  |
|-----------------------------|-----------------------------|-----------------|-----------|
| 1030                        | 515                         | Utility fee     |           |
| 440                         | 220                         | Design fee      |           |
| 680                         | 340                         | Plant fee       |           |
| 1440                        | 720                         | Reissue fee     |           |
| 210                         | 105                         | Provisional fee |           |
| SUBTOTAL (1)                |                             |                 | (\$ 0.00) |

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

|                    | Extra Claims | Fee from below | Fee Paid |
|--------------------|--------------|----------------|----------|
| Total Claims       | -20** =      | X              |          |
| Independent Claims | -3** =       | X              |          |
| Multiple Dependent |              |                |          |

| Large Entity<br>Fee<br>Code (\$) | Small Entity<br>Fee<br>Code (\$) | Fee Description   |
|----------------------------------|----------------------------------|---|
| 1202 50                          | 2202 25                          | Claims in excess of 20                                    |
| 1201 210                         | 2201 105                         | Independent claims in excess of 3                         |
| 1203 370                         | 2203 185                         | Multiple dependent claim, if not paid                     |
| 1204 210                         | 2204 105                         | **Reissue independent claims over original patent         |
| 1205 50                          | 2205 25                          | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2)

(\$ 0.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

| Large Entity<br>Fee<br>Code (\$) | Small Entity<br>Fee<br>Code (\$) | Fee Description  | Fee Paid |
|----------------------------------|----------------------------------|--|----------|
| 1051 130                         | 2051 65                          | Surcharge - late filing fee or oath  |          |
| 1052 50                          | 2052 25                          | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053 130                         | 1053 130                         | Non-English specification  |          |
| 1812 2,520                       | 1812 2,520                       | For filing a request for ex parte reexamination                            |          |
| 1804 920*                        | 1804 920*                        | Requesting publication of SIR prior to Examiner action                     |          |
| 1805 1,840*                      | 1805 1,840*                      | Requesting publication of SIR after Examiner action                        | 120.00   |
| 1251 120                         | 2251 60                          | Extension for reply within first month                                     |          |
| 1252 460                         | 2252 230                         | Extension for reply within second month                                    |          |
| 1253 1,050                       | 2253 525                         | Extension for reply within third month                                     |          |
| 1254 1,640                       | 2254 820                         | Extension for reply within fourth month                                    |          |
| 1255 2,230                       | 2255 1,115                       | Extension for reply within fifth month                                     |          |
| 1401 510                         | 2401 255                         | Notice of Appeal   |          |
| 1402 510                         | 2402 255                         | Filing a brief in support of an appeal                                     |          |
| 1403 1,030                       | 2403 515                         | Request for oral hearing   |          |
| 1451 1,510                       | 1451 1,510                       | Petition to institute a public use proceeding                              |          |
| 1452 510                         | 2452 255                         | Petition to revive - unavoidable   |          |
| 1453 1,540                       | 2453 770                         | Petition to revive - unintentional   |          |
| 1501 1,440                       | 2501 720                         | Utility issue fee (or reissue)   |          |
| 1502 820                         | 2502 410                         | Design issue fee   |          |
| 1503 1,130                       | 2503 565                         | Plant issue fee  |          |
|                                  |                                  | Petitions to the Commissioner - check fee sheet                            |          |
| 1807 50                          | 1807 50                          | Processing fee under 37 CFR 1.17(c)  |          |
| 1806 180                         | 1806 180                         | Submission of Information Disclosure Stmt                                  |          |
| 8021 40                          | 8021 40                          | Recording each patent assignment per property (times number of properties) |          |
| 1809 810                         | 2809 405                         | Filing a submission after final rejection (37 CFR 1.129(a))                |          |
| 1810 810                         | 2810 405                         | For each additional invention to be examined (37 CFR 1.129(b))             | 810.00   |
| 1801 810                         | 2801 405                         | Request for Continued Examination (RCE)                                    |          |
| 1802 900                         | 1802 900                         | Request for expedited examination of a design application                  |          |

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 930.00)

## SUBMITTED BY

|                   |                  |                                   |                |           |                |
|-------------------|------------------|-----------------------------------|----------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242         | Telephone | (732) 542-9070 |
| Signature         |                  | Date                              | March 20, 2008 |           |                |

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MAR 20 2008

Modified PTO/SB/17 (01-03)

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# FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 930.00)

## Complete if Known

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| Application Number   | 10/674,888               |
| Filing Date          | September 30, 2003       |
| First Named Inventor | Jeremy BEM               |
| Examiner Name        | Tri V. Nguyen            |
| Art Unit             | 1796                     |
| Attorney Docket No.  | Google-57 (GP-151-00-US) |

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number: 50-1049  
Deposit Account Name: Straub & Pokotylo

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SUBTOTAL (1) (\$ 0.00)

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| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description   | Fee Paid |
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| 1204 210                   | 2204 105                   | **Reissue independent claims over original patent         |          |
| 1205 50                    | 2205 25                    | **Reissue claims in excess of 20 and over original patent |          |

SUBTOTAL (2) (\$ 0.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description  | Fee Paid |
|----------------------------|----------------------------|--|----------|
| 1051 130                   | 2051 65                    | Surcharge - late filing fee or oath  |          |
| 1052 50                    | 2052 25                    | Surcharge - late provisional filing fee or cover sheet                     |          |
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Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 930.00)

## SUBMITTED BY


|                   |                         |                                   |                |           |                |
|-------------------|-------------------------|-----------------------------------|----------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo        | Registration No. (Attorney/Agent) | 36,242         | Telephone | (732) 542-9070 |
| Signature         | <i>John C. Pokotylo</i> | Date                              | March 20, 2008 |           |                |

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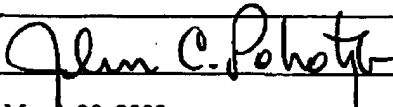
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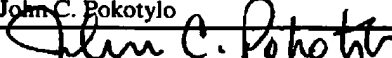
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| <b>TRANSMITTAL FORM</b><br><i>(to be used for all correspondence after initial filing)</i> |   |
| Application Number   | 10/674,888                                      |
| Filing Date  | September 30, 2003                              |
| First Named Inventor   | Jeremy BEM                                      |
| Group Art Unit   | 1796  |
| Examiner Name  | Tri V. Nguyen                                   |
| Total Number of Pages in This Submission   | Attorney Docket Number Google-57 (GP-151-00-US) |

| ENCLOSURES <i>(check all that apply)</i>  |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment / Reply<br><input checked="" type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input checked="" type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i><br><input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notices, Brief, Reply Brief)</i><br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Postcard Receipt<br><input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i><br>- Request for Continued Examination ("RCE") |
| Remarks<br><br>   |  |  |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |   |
|--|---|
| Firm or Individual name                    | John C. Pokotylo (Reg. No. 36,242)  |
| Signature                                  |  |
| Date                                       | March 20, 2008  |

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| Date   | March 20, 2008  |

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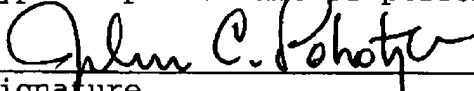
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March 20, 2008

Date